

Attracting economic growth

A quality transportation system can provide tangible productivity benefits that reduce business costs and increase efficiency.

Businesses are constantly redefining how they operate to improve market position in a global economy. Without a transportation network that responds to these changes, the state could lose businesses to places that meet the newly defined needs.

Quality transportation makes a significant difference in this equation. Transportation impacts production schedules, delivery timelines, employee morale, labor supply and retail product availability.

Transportation has been proven to provide tangible productivity benefits that reduce costs:

- A study conducted for the American Association of State Highway and Transportation Officials determined that for every one dollar of highway investment, businesses lower production costs by 30 cents every year.

- The same study also found that vehicles on good roads cost 20% less to operate than those on poor roads.

- A study by the National Cooperative Highway Research Program showed that a 10% decrease in truck trip time yields a 2.5% reduction in industry travel costs.

“ Jim Best of Milwaukee likes what the numbers show him since the opening last fall of the Lake Parkway between downtown Milwaukee and General Mitchell International Airport.

"We've improved our productivity 10% per vehicle," said Best, president of Pilot Air Freight-Milwaukee. "Now that we have another option of getting to the north side over the Hoan Bridge, we don't get stuck in traffic along I-94."

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Firms flock to Corridors 2020 highways

Established in 1987 as 3,650 miles of key four-and two-lane routes, Wisconsin's Corridors 2020 is a proven magnet for growth that clearly indicates businesses' reliance on transportation.

From 1990 to 2001, new or expanding industrial firms created over 80,000 jobs in Wisconsin; 90% of these new jobs are located within four miles of Corridors 2020.



Highway 29 growth outpaces the state

The 182-mile Highway 29 corridor from Green Bay to Chippewa Falls shows how transportation investment helps spur economic growth.

From 1986 to 2000, the state invested \$450 million to build a safe, four-lane Highway 29. As segments came on line, new development increased:

- From 1990 to 1995, new or expanding industries created 2,207 jobs in the five counties directly served by Highway 29.

- From 1996 to 2001, new or expanding firms in the corridor created 4,871 jobs -more than twice the number created in the previous six years.

The investment in Highway 29 helped the region achieve total job growth of 11.3% in the past six years, well above the 8.7% statewide job growth.

Air and rail also serve new businesses

Highways are not the only factor in location of business. Just under 50% of new or expanding industries can be found within a half-mile of a railroad line, and 85% of new/expanding firms are within 15 miles of a jet-capable airport.

Through the Transportation Economic Assistance (TEA) program, Wisconsin helps fund road, rail, airport or harbor improvements needed to attract new firms or to retain businesses that otherwise might move out of Wisconsin.

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